








**From:** [Central City Association](#)  
**To:** [Kent Smith](#)  
**Subject:** This week from CCA (CCA Delivers - July 15, 2015)  
**Date:** Thursday, July 16, 2015 4:25:04 PM

July 15, 2015		CCALA.org
<div>    Housing, Land Use and Development Committee  Affordable Housing Update</div>		
<b>EVENTS CALENDAR</b>		<b>CCA IN ACTION</b>
<p><b>WEDNESDAY, JULY 29</b> 5 - 8 p.m.</p> <p><b>CCA'S 2015 ELECTED OFFICIALS RECEPTION</b></p> <hr/> <p><b>TUESDAY, AUGUST 27</b> 8 a.m. - 1 p.m.</p> <p><b>HOUSE L.A. 2015</b></p> <hr/>		<p>CCA spoke before the Board of Airport Commissioners this afternoon in support of new ride-share policies at LAX. The policies are a positive step forward for companies such as Uber, by allowing them to pick up passengers at the airport. Thereby giving travelers another transportation option. There is still room for improvement by allowing carpooling through these services. CCA will continue to support those changes. The Commission approved the new policies.</p> <p>For more information please contact CCA Director of Government Relations <b>John Howland</b>.</p>
<b>COMMITTEE CALENDAR</b>	<b>Housing, Land Use and Development Committee</b>	<b>CCA MEMBERS IN THE NEWS</b>
<p><b>WEDNESDAY, JULY 22</b> 8 a.m.</p> <p><b>HOMELESSNESS POLICY COMMITTEE</b></p> <p>(Open to Executive and Business Advocacy Level Members Only)</p> <p><b>Topics:</b> <i>City Attorney Initiatives; LA:RISE; Hollywood 4WRD</i></p> <p><b>Special Guests:</b> Kurt Knecht, Deputy City Attorney, Office of City Attorney Mike Feuer; Vivienne Lee, REDF; Kerry Morrison</p> <hr/> <p><b>TUESDAY, JULY 28</b> 8 a.m.</p> <p><b>GOVERNMENT RELATIONS COMMITTEE</b></p> <p>(Open to Executive and Business Advocacy Level Members Only)</p> <p><b>Topics:</b> <i>Citywide Sidewalk Vending Proposal; SCA - 5 Split Roll Property Tax</i></p>	<p>This week, at CCA's Housing, Land Use and Development Committee members heard from City Planning representatives regarding the Hybrid Industrial Live/Work Zone (HI) and the Clean Up Green Up (CUGU) initiative. Both items are tentatively scheduled for the City Planning Commission on August 13. CCA members are encouraged to submit comments.</p> <p>The HI Zone is a new version of the former Arts District Live/Work Zone. The primary differences between the previous and current version include: increased story height to 16 feet, established max FAR at 6:1, increased requirement for non-live/work uses from 100 square feet to 200 square feet per unit, reduced hotel size to 100 rooms, limited project size to 3 acres, increased building height to 110 feet and required ground floor activity. CCA members voiced concerns about the proposal and voted to submit recommendations to City Planning.</p> <p>The intent of the CUGU initiative is to rectify land use adjacency issues that have developed in the City of Los Angeles over the years between</p>	<p>"I am sure that we are the only destination that will offer 360-degree views of L.A." Lucy Rumanitir, <b>OUE Limited</b>. July 14, 2015. <i>LA Times</i>. "<b>U.S. Bank Tower owner plans to build a rooftop observatory for tourists</b>"</p> <p>"To me, rock and roll is more of an attitude, the cool thing about rock is it doesn't have limits. It's about being true to yourself." Thor Stephens, <b>Precinct</b>. July 14, 2015. <i>Downtown News</i>. "<b>A Cop Theme Meets Rock in Downtown's New Gay Bar</b>"</p>

**Special Guests:** Matt Rodriguez and Jessica Borek, Coalition to Save Small Business

## ANNOUNCEMENTS

### IMMEDIATE OPENING: **OFFICE ASSISTANT**

This position is an excellent opportunity to work in the Central City Association of Los Angeles (CCA) office supporting both the Downtown Center Business Improvement District (DCBID) and CCA. The perfect candidate prefers to wear many hats and will become an integral part of two well-respected organizations leading the Downtown L.A. Renaissance. For more info: [click here](#).

industrial uses and residential, park and community serving uses. The initiative is being done as a pilot program in the Boyle Heights, Wilmington and Picoima areas, but does have a new citywide signage requirement for all new multifamily, industrial and commercial developments that are within 1,000 feet of a freeway. The new signage must disclose potential health risks related to freeway proximity. CCA members questioned the intent of this provision and stated it would have an impact on leasing.

CCA members also expressed concerns that the CUGU regulations were targeted at new industrial development and that there are no incentives available for older industrial development to retrofit using best environmental practices. Code enforcement was another concern raised along with the fact that existing rules should be enforced before a new layer of regulations is enacted. Additionally, members voiced concern that CUGU could be precedent setting for other industrial areas like the Jewelry and Fashion Districts in Downtown. CCA members voted to oppose CUGU.

CCA thanks Hagu Solomon Cary, Deborah Kahen, Nicholas Maricich and Bryan Eck from City Planning for their remarks.

For more information please contact CCA Director of Legislative Affairs [Marie Rumsey](#).

## Affordable Housing Update

Recently, the City Attorney released a [report](#) regarding options the City of Los Angeles has to require affordable housing. This report is in response to the California Supreme Court decision, *California Building Industry Association v. City of San Jose* and subsequent Council motion.

The City Attorney stated the following options may be pursued:

1. Inclusionary Housing/For-Sale Developments – The Council could require that for-sale developments include a percentage of affordable units, while offering alternative compliance options, such as construction of off-site affordable units, payment of an in lieu fee, dedication of land, or acquisition and rehabilitation of a comparable number of affordable units.
2. Development Impact Fees/Rental Developments – The Council could impose a development fee that offsets the impacts of new residential rental projects. The Los Angeles Housing and Community Investment Department (HCID) completed a nexus study for such a fee in 2011.
3. State Legislation Authorizing Local Inclusionary Mandates on Rental Developments – While state law currently preempts municipalities from imposing inclusionary requirements on rental developments, the Council and Mayor could sponsor State legislation.

CCA, since the late 1990's, has taken and will continue to take a leadership role on this issue. Through aggressive advocacy and thoughtful white papers we have argued for incentives and not mandates to increase the supply of affordable housing.

## CONNECT WITH CCA



For more information please contact CCA Director of  
Legislative Affairs **Marie Rumsey**.



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